Note for Woodward, Ellis

From: Nicoli, David

Date: Sat, Aug 19, 1995 5:05 PM

Subject: Polling

To: Woodward, Ellis

2047027895

Just a reminder of an idea Howard and I floated w/Marc et al for you polling expert types to consider.

We have a good R pollster;RJR has a good D pollster. For FDA purposes, where we can, let's the two companies join forces. That is, I can see at least two polls that would be very helpful AT THE RIGHT TIME, WHICH IS NOT YET CLEAR.

In my mind, as we have discussed, a D poll that Ford or Hunt gets to the WH ala health care II--that is, their polls show that FDA taking action against youth smoking shows that it is extremely popular because people's focus is on youth smoking. Hickman's polls, once refined, shows what Linda's polls are showing in even more dramatic fashion. Objective here is to convince WH that support is slipping and encourage them, at least privately, to support REASONABLE bill up on Hill that is limited to youth access issues.

The R poll is used, again at the right time by us, to sell key Rs, including tobacco state Members, that moving a bill will be popular and will give them and not the WH credit for doing something. Key themes here is that public would support taking action, but not by smashing first amendment; not by letting bureacrats tell everyone what to do; not by taking responsibilities away from the states, etc--you get the drill. Objective here is to convince Rs to move reasonable bill because it is more advantageous than sitting on their hands.

That's the thinking down here--let me know what you all think.

Note for Woodward, Ellis

From: Nicoli, David

Date: Sat, Aug 19, 1995 5:48 PM

2047027895A

Subject: AAA Coalition

To: Firestone, Marc; Parrish, Steve; Woodward, Ellis

Cc: Scott, Gregory

With everything going on, I was reviewing my notes and thought it would be good to raise this idea w/you again for consideration. Any possibility of putting together a formal AAA Coalition, or a coalition under a similar name that can be used as an umbrella group for everyone to act under? In attacking FDA, it obviously would be good to have a positive message behind which everyone--retailers, ad folks, us, etc--can be behind, and perhaps thsi is a way to do it.

Food for thought as we move forward. Let me know what you think.

Note for Woodward, Ellis

From: Goodheart, Jan

Date: Sat, Aug 19, 1995 6:14 PM

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